

MONTGOMERY APC E-UPDATE A QUARTERLY BULLETIN

Montgomery County, Maryland Department of Health and Human Services

SPECIAL POINTS OF INTEREST

- New Year, New Look
- "Tool Talk"
- Preparedness Summit 2011
- Seattle-King, WA APC Blog

The 2011 APC Line-up

- Montgomery, MD APC
- South Carolina Region 7 APC
- Toledo-Lucas, OH APC
- Tarrant County, TX APC
- Mesa County, CO APC
- San Francisco, CA APC
- Multnomah County, OR APC
- Seattle-King County, WA APC

Find all of the APC sites [here!](#)

New Year, New Look!



Happy New Year! As you can see, along with the new Project Year, Montgomery APC has decided to refresh our newsletter style.

"TOOL TALK"

We've want to incorporate a new feature into the newsletter-YOU! Each quarter we will be highlighting a local health department, community organization or other group that has used a Montgomery APC Tool that we are titling **"Tool Talk"**. This quarter we spoke with Carolyn Wesner, Operations Manager at Valley Family Health Care in Payette, Idaho and their use of the Plan to Be Safe Campaign materials for the Hispanic community they serve.

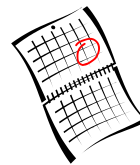
PRESENTATIONS

Montgomery APC staff attended the first [Modeling for Public Health](#)

[Action Conference](#) in Atlanta, GA in December. Our academic partner, Dr. Jeffrey Herrmann with the University of Maryland, presented on our collaborative work related to [computer models and mass prophylaxis operations](#). To join our [NING](#) site on public health preparedness modelers send an email to [Montgomery APC](#) with "Join NING site" in the title.

Upcoming:

Montgomery APC will be presenting at the 2011 Preparedness Summit in Atlanta, GA in February. There are multiple opportunities to see the APC's present. This year the APC Program will host a Pre-Summit track where attendees can engage directly with APC site staff about their latest products. Each APC site will highlight a featured tool. For further information about the entire summit agenda, including presentation times go to [www.naccho.org](#). If you are attending the summit stop by and say "Hello" during one of the



Montgomery APC presentations or at the APC booth. You can also follow us on twitter while at the Summit-@montgomeryapc.

Regional Workshop Tour 2011

Along with the seven other APC sites, Montgomery APC will be participating in the upcoming Regional Workshop Tour-the new name for the former Road shows. Montgomery APC is slotted to present along with Toledo-Lucas OH APC, Savannah, GA and Las Vegas, NA connector sites respectively, in Portland, Maine from June 23-24. Go to NACCHO's website to learn more about the [Tour and the finalized](#)

APC Regional Workshops Tour

Learn.
Network.
Connect.

APC
Advanced Practice Centers

[www.naccho.org/apc](#)

April 27-28	New Orleans, LA
June 1-2	Salt Lake City, UT
June 23-24	Portland, ME
August 2-3	Kansas City, MO

Stay in the Loop!

SOCIAL MEDIA

Montgomery APC has several ways to keep current with up with what is happening. Friend us on our Facebook page or follow us on Twitter (@montgomeryapc). We also have a NING account set for Public Health Modeling.



Seattle-King, WA APC has launched a blog as part of their APC website [www.apctoolkits.com](#) that provides updates on their toolkits. The blog will be the place to find previews of new materials, details on the behind-the-scenes action, and updates to existing products. The toolkit creators work with the programs in their toolkits everyday. So as they refine their products, and share their results with other communities, they'll share their new insights with you. Check back

every few weeks for updates!

Seattle-King will post articles about twice a month!

To find Montgomery APC tools and resources check out the website [www.montgomerycountymd.gov/apc](#) or go to [NACCHO's toolbox](#) to search for tools..

Questions?? [E-mail us!](#)

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Payette, Idaho, is located in the state's southwest corner, bordering Oregon. It is a rural, agricultural region of about 30,000, with "forested mountain peaks, high desert plains, and sun-drenched valleys" according to the travel brochures. Valley Family Health Care (VFHC) serves a three-county region stretching 50 miles end-to-end where 30 percent of the population is Spanish-speaking. Carolyn Wesner is the Center's Operations Manager.

"There used to be a larger migrant worker population in our area," Wesner said recently. "But the community is not so much migrant anymore. Many families have settled in the area, seeing the value of consistent education for their children." Many of the former migrant workers find jobs in the region's produce-packing houses or other ag-related industries and become permanent members of the community, she added.

This transition from migrant population to permanent residency poses a challenge for

Valley Family Health Care, as the Center is stretched to provide primary health services to this growing Hispanic community. Prevention services, including emergency preparedness, also come under Valley Family Health Care's purview.

Last year, VFHC began holding emergency preparedness events for the Hispanic community through their outreach program, La Familia Sana. "We were amazed by how many people came," said Wesner. Nearly 600 people attended the two classes where Montgomery County APC's popular *Everybody Ready* brochure was used as a handout.

"We received good feedback on *Everybody Ready*," Wesner said. Information about what to put in an emergency "go kit" and how to plan for an emergency is the foundation of *Everybody Ready*. "Our clients are saying: 'nobody is telling us this' and 'we need to know this.' Especially in the Spanish-speaking community, nobody is talking about preparedness."

To address the information gap, VFHC plans to focus on middle schools in 2011. "We believe the kids, who often serve as translators, will bring the preparedness message home to

their families," she said. The center has received grant funding to produce 60 go-kits in backpacks, which will be presented in class at the schools. "The go-kits will serve as talking points," said Wesner. "When the kids bring the backpacks home, they can start the (preparedness) conversation."

Wesner says her team tries to communicate that the tasks in *Everybody Ready* are easy to accomplish. "It's so simple to accumulate (the items in a go-kit) over time," she said. "You just need to get a bag and every so often throw an item for your go-kit into it." She said residents can use local library or grocery store photocopying machines to make copies of their IDs and other important papers, such as vaccine records. "It has to be easy. We tell people it can be as simple as making lists and writing down phone numbers," she said.

For Wesner, the availability of the *Everybody Ready* materials in Spanish was a big factor in selecting them. "We're always looking for bi-lingual materials," she said. "We're so busy just providing services, we don't have time to do translate preparedness materials. Anything that will help us reach out in Spanish is valuable."